



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of.: §  
Aviv REFUAH et al §  
Serial No.: 09/601,385 §  
Filed: July 28, 2000 § Group Art Unit: 2151 §  
For: Personalized Internet Interaction §  
Examiner: Khanh Q. Dinh § Attorney Docket: 35806 §  
(Previously: 1664) §

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE**

Sir:

This is in response to the United States Patent and Trademark Office Notification of Non-Compliant Amendment mailed June 27, 2008, which response is being made on Monday, July 28, 2008 (July 27, 2008 being a Sunday) and for which no extension of time fees are due.

Applicant submits this response for entry into the record, in which:

**Amendments to the Claims** begin on page 2.

**Remarks** begin on page 11.

Please amend the above-identified application as follows: